



Retail food leader World Harbors launches foodservice solutions division

World Harbors expands into foodservice and selects Concept Group USA to lead brand expansion in current and new markets

Auburn, ME–November 14, 2006 (PRWEB) –Retail food leader World Harbors Inc., a part of Angostura group of companies, has selected Concept Group USA to lead the launch of its restaurant and foodservice division for its sauces and marinades and Angostura Bitters. Concept Group USA will handle marketing, public relations and industry relations for the brand.

“We wanted to be sure our launch was the best that it can be, so we went with Tom Kelley and his team with over 100 years in the restaurant and hospitality industry,” said Steve Arthurs, President and CEO World Harbors. “While we have built market share in leading supermarkets and specialty retail, foodservice brings new challenges and opportunities. Concept Group USA was the perfect fit given its depth of experience in leading brand awareness campaigns in the hospitality industry.”

From its roots in Maine 16 years ago, World Harbors has grown to serve major markets from coast to coast and internationally. Consumers have become familiar with the unique clear bottle packaging and flavor innovations with an ever-growing assortment of sauces and marinades. World Harbors has created A World of Great Flavors with chef-inspired sauce and marinades that exceed customer expectations.

Over the coming months Concept Group USA will be working alongside company managers to refine messages and provide marketing strategy and tactics aimed at showcasing the unique solutions World Harbors can provide for operators and chefs. “We are honored to be working with such an innovative food manufacturer,” said Tom Kelley, Managing Partner of Concept Group USA. “Knowing how well received World Harbors products are with specialty food retailers and customers, we know foodservice operators will share the excitement when exposed to these new flavor profiles. Our team is thrilled to be working to expand industry awareness of this world renowned company.”

#

World Harbors, Inc., a specialty food retail leader in the United States, offers a unique and extensive variety of chef-inspired sauce and marinade combinations that will greatly add to any restaurant or foodservice operation offerings. Expand your menu with new flavor profiles and promotional creations destined to wow your guests. Part of the renowned Angostura Group Companies, makers of aromatic Bitters, World Harbors brings its unique delicate aromas and depths to its tantalizing line of exotic sauces and marinades. Experience A World of Great Flavors and flexible foodservice solutions at www.whfoodservice.com

Concept Group USA is a strategic public and industry outreach consulting firm with offices in New England and Washington, DC. The firm specializes in developing brand, marketing, and operational growth and expansion platforms for companies and organizations regionally and nationally (www.conceptgroupusa.com).

**Contact: Kyle Gregory, Director of Marketing, World Harbors
207-786-3200 x 117**